



## ***AOT in Action***

### ***TOURISM WORKS FOR ARIZONA!***

*Issue 134 – November 13, 2006*

Welcome to AOT in Action, your weekly e-newsletter from the Arizona Office of Tourism (AOT).

#### **A Message from the Director:**

Good morning.

The Arizona sun was shining bright this weekend, creating the perfect backdrop for two important sporting events. First and foremost, AOT was pleased to present the first-ever Arizona.Travel 200 NASCAR BUSCH Series race at Phoenix International Raceway on Saturday, November 11. There was a packed house at PIR as Matt Kenseth drove to victory and Arizona won rave reviews from visiting fans. AOT took advantage of this sponsorship by reaching out to the many out-of-town visitors who stopped by the Arizona booth for travel information and maps. Arizona residents and visitors alike were thrilled to learn more about the Grand Canyon State and to have travel planning assistance from AOT staff and our valuable partners that helped staff the booth. In addition, the Arizona.Travel 200 was broadcast nationally on NBC, meaning that NASCAR fans around the U.S. were treated to beautiful Arizona images and the Arizona.Travel Web site received tremendous exposure.

AOT was also honored to have a very special group of guests in our suite at the Arizona.Travel 200 race. The Super Bowl Host Committee organized a familiarization tour for NFL employees, contractors and sponsors, giving them an all-inclusive look at Arizona's impressive amenities as they officially begin to plan their events and activities surrounding Super Bowl XLII, to be played on Feb. 3, 2008 at University of Phoenix Stadium in Glendale. The familiarization tour officially kicked off on Saturday evening, so those arriving early were treated to an incredible afternoon at the racetrack and given exposure to one of Arizona's other signature sporting events.

Have a great week.

*Margie R. Emmert*

Margie A. Emmermann  
Director  
Arizona Office of Tourism

## AOT News Flash

### AOT Presents “Branding Arizona” Workshop Series

The Arizona Office of Tourism (AOT) is proud to present complimentary workshops on "Branding Arizona" at a location near you. Each workshop will cover what a brand is; how AOT is branding Arizona; how the Arizona brand impacts your region; and how you can leverage the Arizona brand to differentiate your products in the marketplace. For more information or to register please contact Sarah Martins at 602-364-3687 or via email at [smartins@azot.gov](mailto:smartins@azot.gov). Workshops will be held in the following locations:

November 15th, 2006  
1 p.m. – 3 p.m.  
Little America  
2515 East Butler Avenue  
Flagstaff, AZ 86004

November 29th, 2006  
10 a.m. – 12 p.m.  
Prescott Resort  
1500 Hwy 69  
Prescott, AZ

December 6, 2006  
1 p.m. – 3 p.m.  
Shilo Inn  
1550 Castle Dome Ave  
Yuma, AZ 85365

December 13th, 2006  
10 a.m. – 12 p.m.  
Arizona Historical Society  
Board Room  
1300 North College Avenue  
Tempe, AZ 85281

December 20, 2006  
10 a.m. – 12 p.m.  
JW Marriott Starr Pass Resort and Spa  
San Pedro 1

3800 West Starr Boulevard  
Tucson, AZ 85745

## Promoting - AZ - Advertising

### **AOT Launches New Instate / Regional Marketing Campaign**

The Arizona Office of Tourism has recently launched its new Instate / Regional Marketing Campaign, an integrated, year-long campaign representing all of Arizona's regions, to promote the vibrant variety of experiences and adventures available to neighboring states and residents of the Grand Canyon State. The new Instate / Regional Marketing Campaign, which replaces the current regional marketing efforts, is designed to be all inclusive of communities in each region, eliminate financial burden and maintain a consistent and comprehensive campaign targeted to those instate and regional markets that have been identified as key geographic market segments for each region. The media plan will be fully integrated in the year-long campaign effort where regions will be highlighted at key times of the year based on seasonality, with the heaviest schedule during the shoulder seasons of each region to increase visitation during that time. Four unique, regional URLs will drive consumers to a central 'Only In Arizona' micro site which provides interactive maps, key regional information, a calendar of events, videos and the opportunity to request the regional guides. The 'Inside Arizona' regional guides, a magazine style piece designed and produced by Arizona Highways, are approximately 16 pages featuring intriguing articles and superb photography showcasing the variety of experiences available in each of Arizona's regions. To visit the new Instate / Regional micro site, go to [www.OnlyInArizona.com](http://www.OnlyInArizona.com). For more information, please contact Troy Thompson at [tthompson@azot.gov](mailto:tthompson@azot.gov) or 602-364-3699.

### **AOT and Scottsdale CVB Host Third Annual Travel Classics West Writers Conference**

AOT and the Scottsdale CVB have teamed up for the third consecutive year to host the Travel Classics West Writers Conference, which will be held Nov. 16-19 at the Four Seasons Resort Scottsdale at Troon North. Travel Classics conferences offer premier venues for professional freelance travel writers and enable tourism executives to network with some of the industry's top writers and editors. This year's keynote speaker is Keith Bellows, editor-in-chief of National Geographic Traveler. Joining Bellows in Arizona are editors from Arizona Highways, Arrive, Condé Nast Traveler, Continental, Delta Sky, Destination Weddings and Honeymoons, Eating Well, Fitness, Hemispheres, Men's Journal, Modern Bride, National Geographic Adventure, Outside Magazine, Ritz Carlton Magazine, Robb Report, Shape Magazine and Shuttle Sheet. Among the freelance attendees are a number of award-winning members of the Society of American Travel Writers. The attendees contribute to a variety of outlets that include AAA Living, Art & Antiques, Bon Appetit, Boston Globe, Esquire, Fit, Food & Wine, ForbesLife, Glamour, Men's Health, National Public Radio, New York Times, Oxygen, Travel + Leisure, Wall Street Journal, Washingtonian and Yoga Journal. The Travel Classics West 2007 conference is scheduled for Nov. 1-4, 2007, at The Westin Kierland Resort & Spa. A limited number of sponsorships are available. For more information on conference sponsorship opportunities, contact Travel Classics editor and conference organizer Maren Rudolph at [maren@travelclassics.com](mailto:maren@travelclassics.com).

# Industry News

## Travel Industry to Adopt New Strategies Following Election

Travel industry leaders say they are looking forward to continuing to work with both Democrats and Republicans in Congress, as the industry works to enhance America economically and help improve the nation's image around the world. "New policy priorities for the 110th Congress will require new strategies to enhance our nation's travel and tourism industry," said Jonathan M. Tisch, chairman and CEO of Loews Hotels and chairman of the Business Travel Roundtable. "Unlike some other industries, travel and tourism can continue to grow and succeed as long as our historical bipartisan support continues," said Roger Dow, president and CEO of the Travel Industry Association. "Striking an appropriate balance between homeland security and facilitation of inbound international travel, for example, remains a major priority, and we will continue to reach out to all members of Congress to advance our goals," Dow said. Priorities for the travel industry include reform of visa and entry policy; retention of the Visa Waiver Program; support for the US-VISIT program; appropriate implementation of the Western Hemisphere Travel Initiative; greater investment in the nation's transportation infrastructure; visitor access to public lands; and pro-growth tax policies. *(Special to TA; ModernAgent.com)*

## Smoking Bans Pass in Nevada, Arizona, Ohio

Voters in three states--Nevada, Arizona and Ohio--on Tuesday approved smoking bans in public buildings, bringing to 17 the number of states in which meeting attendees and hotel and restaurant guests must step outside to light up. In Nevada, the smoking ban applies to restaurants and bars that serve meals but not to gambling areas of casinos. The Clean Indoor Air Act takes effect Nov. 17. In Arizona, the Smoke-Free America law bans smoking in virtually all indoor public places as of May 1, 2007. In Ohio, that state's Smoke-Free Ohio measure bans smoking in virtually public buildings. The law takes effect Dec. 7. Like other states that have enacted smoking bans, the new anti-smoking laws do not apply to hotel guest rooms except in Arizona, where the new law bans smoking in half of the rooms in every hotel and motel. *(MiMegasite.com, 11/8)*

## Commerce Dept. Forecasts Record Arrivals, Spending

The Commerce Department is projecting record arrivals and receipts from international travelers to the U.S. this year. The forecast exceeds the previous record arrival year of 2000, when more than 51.2 million international travelers visited the U.S. In 2007, the U.S. is projected to host more than 54 million international visitors, generating \$113 billion in exports. In 2005, the U.S. hosted 49 million international visitors, a 7% increase from 2004. The arrivals forecast for the period 2006-2010 predicts that by 2010, international arrivals will reach 63 million, an increase of 28% between 2005 and 2010. Exports--or money generated by travelers to the U.S.--are projected to grow steadily in 2007 to nearly \$113 billion. By 2010, the U.S. will reach more than \$135 billion in travel exports. The largest visitor growth will come from the top two visitor origin markets of Canada and Mexico, which are forecast to grow 28% and 30%, respectively, from 2005-2010. Details at 202-482-0140. *(Special to Travel Advance)*

## Americans Look to Travel for Time with Family, Friends

Peter Yesawich, chairman and CEO of Yesawich, Pepperdine, Brown & Russell, told delegates at the National Tour Association's annual convention that the travel industry is looking better than

ever. As Yesawich unveiled the results of YPB&R's National Leisure Travel Monitor to a seminar crowd at the NTA convention in Salt Lake City, he said 2006 has been one of the best years in the history of the travel industry. Leisure travel, he said, is now "imbedded" in the lives of Americans, and no what happens they'll still travel. The way they vacation may change, he said, but they won't give up their vacations. "Life is so hectic, people look to travel to fulfill their yearning to spend time with family and friends," he said. The trend spells a boom for travel, Yesawich said, especially family travel. The five-day NTA conference wound up Tuesday. (*Travel Weekly.com, 11/7*)